PRODUCT INFORMATION
Clinical Center Standardization Committee

PRODUCT COMMUNICATION PROCESS
JULY 2003 (01)

Standardization Committee communication regarding products is changed from one to three publications. There are: Product Update, Product Alert and Product Information. Below is the letterhead and use for each publication.

PRODUCT UPDATE
Clinical Center Standardization Committee

⇨ **The format and design of the familiar Product Update is the same.**
⇨ **Product Update is used to announce new or replaced.**

PRODUCT ALERT
Clinical Center Standardization Committee

⇨ **This format distinguishes the importance of an issue or potential issue by use of the word ALERT in the title.**
⇨ **Product Alert is used for actual or potential product issues, such as a product recall.**

PRODUCT INFORMATION
Clinical Center Standardization Committee

⇨ **This format provides helpful clarification, information or education after product or service implementation.**
⇨ **Product Information is used to communicate clarification, information or education regarding an existing product or service.**